

ABSTRACT OF THE DISCLOSURE

A method and system of downloading a set of programs, navigational, branding and other data to a consumer's set-top box coupled to a cable TV headend controller.

The set-top box is also coupled to the PSTN via the headend controller. A user uses an input device to navigate a series of menus displayed on a display device coupled to the set-top box and makes selections of a desired service and enters any pertinent data.

When the user uses a telephone coupled to the set-top box to make a telephone call, the set-top box translates any digits he or she dialed to a POTS number and completes the call. Other services such as ANI-based services typically provisioned in a switching

system can also be provided in the set-top box in a similar way. Further, these service selections made by the user are written to a portable storage medium that is removably coupled to the set-top box, thereby enabling the user to transport the data to another set-top box configured to read the data from the portable storage medium. This allows for a portability of the service selections made by the user.